

**A SYSTEM AND METHOD FOR A SYSTEM AND METHOD FOR
ENTERPRISE EVENT MARKETING AND MANAGEMENT
AUTOMATION**

ABSTRACT

The present invention is a method and apparatus for providing enterprise event marketing and management automation. A website is provided that includes online tools for event marketing and management. A user in communication with the website is allowed to create an event page and a registration page associated with the event page, utilizing the online tools. The event page includes a link to the registration page. The event page is forwarded to a participant to enable the participant to establish communication with the registration page utilizing the link. The registration page is forwarded to the participant to be completed and returned in response to the communication and a confirmation is communicated to the participant in response to receiving the registration page and response. Information received from the participant is communicated to the user in order to allow for further event organization and management.